

ISS

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## **ORDER**

## Flight Dates 10/02/12-10/08/12

Order Sep 00:20:00

Product Estimate # 692

Contract / Revision 304896 / Issue. American Crossroads TV 10 Alt Order #

Original Date / Revision Agency Com 15% Billing Type Cash

09/28/12 09/28/12 Billing Contact Order Type GENERAL

Advertiser American Crossroads

Billing Cycle EOM/EOC

66 Canal Center Plaza - Suite 555 Billing Calendar BROADCAST

Alexandria, VA 22314-1576

Demographic A35+

Agency Crossroads Media Rev Codes POL POL

Buying Contact
Sales Office EWSDC Product Codes PL

66 Canal Center Plaza - Suite 555 Sales Region NAT Priority P-1

Alexandria, VA 22314-1576 Agency Ref Advertiser Ref

Primary Account Executive

Daniel Baylog

Account Executive Order% Start Date End Date

Daniel Baylog 100%

Order Share %	Market Value	
Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

Order Totals Billing Plan

# of Spots Net Amount Gross Amount Rating Start Date End Date Net Amount Gross Amount Month # Spots 0.00 10/01/12 \$56,865.00 October 2012 60 \$56,865.00 \$66,900.00 10/08/12 \$66,900.00 0.00 60 \$56,865.00 \$66,900.00 **Totals** 

											I ota	ıls
Ln Ch	Start	End	Inventory Code	Break	Start/End 7	Time Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
1 WCPO	10/02/12	10/08/12	M-F GMTS 6-7a M-F GMTS 6-7a	СМ	6-7a	МГWГF	:30	2	\$900.00 P-1	0.00 NM	5	\$4,500.00
Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/0	01/12	10/07/12	- TWTF	4	\$900.00	0.00						
Week: 10/0	08/12	10/14/12	M	1	\$900.00	0.00						
2 WCPO	10/02/12	10/08/12	M-F GMA 7-9am	CM	7-9a	MTWTF	:30	2	\$900.00 P-1	0.00 NM	5	\$4,500.00
			M-F GMA 7-9am									
Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/0	01/12	10/07/12	- TWTF	4	\$900.00	0.00						
Week: 10/0	08/12	10/14/12	M	1	\$900.00	0.00						
3 WCPO	10/02/12	10/08/12	M-F 9-10a	CM	M-F 9-10a	MTWTF	:30	4	\$400.00 P-2	0.00 NM	5	\$2,000.00

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Contract / Revision 304896 Flight Dates 10/02/12-10/08/12 Hiatus Dates

<u>Original Date / Revision</u> 09/28/12/ 09/28/12 <u>Order Sep</u> 00:20:00

<u>Advertiser</u> American Crossroads <u>Product Issue. American Crossroad Estimate #</u> 692

Week: 10/01/12 Week: 10/08/12 4 WCPO 10/02/12  Start Date Week: 10/01/12	End Date 10/07/12 10/14/12 10/08/12 End Date 10/07/12	Live with Regis at Weekdays - TWTF M M-F 530-6p News M-F 530-6p News	Spots/Week 4 1	<u>Rate</u> \$400.00 \$400.00	Rating 0.00					
Week: 10/01/12 Week: 10/08/12 4 WCPO 10/02/12 Start Date Week: 10/01/12 Week: 10/08/12	10/07/12 10/14/12 10/08/12 End Date	- TWTF M M-F 530-6p News	4	\$400.00						
Week: 10/08/12  4 WCPO 10/02/12  Start Date Week: 10/01/12 Week: 10/08/12	10/14/12 2 10/08/12 End Date	M M-F 530-6p News	1		0.00					
4 WCPO 10/02/12  Start Date Week: 10/01/12 Week: 10/08/12	10/08/12 End Date	M-F 530-6p News	· ·	\$400.00						
<u>Start Date</u> Week: 10/01/12 Week: 10/08/12	End Date	•	: CM		0.00					
Week: 10/01/12 Week: 10/08/12			3	528-6p	МГWГF	:30	2 \$2,000.00 P-2	0.00 NM	5	\$10,000.00
Week: 10/08/12	10/07/12	<u>Weekdays</u>	Spots/Week	Rate	Rating					
		- TWTF		\$2,000.00	0.00					
5 WCPO 10/02/12	10/14/12	M	1	\$2,000.00	0.00					
	10/08/12	M-F 7-730p The List	СМ	M-F 7-730p	MTWTF	:30	2 \$900.00 P-1	0.00 NM	5	\$4,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>					
	10/07/12	- TWTF	4	\$900.00	0.00					
	10/14/12	M	1	\$900.00	0.00					
6 WCPO 10/02/12	10/08/12	M-F 730-8p Let's Ask America	CM a	M-F 730-8p	МГWГF	:30	2 \$900.00 P-1	0.00 NM	5	\$4,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	<u>Rating</u>					
Week: 10/01/12	10/07/12	- TWTF	4	\$900.00	0.00					
Week: 10/08/12	10/14/12	M	1	\$900.00	0.00					
7 WCPO 10/02/12	10/08/12	M-SU 11p Late No.		11-1135p	MTWTF-S	:30	3 \$1,500.00 P-2	0.00 NM	7	\$10,500.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/01/12	10/07/12	- TWTF- S		\$1,500.00	0.00					
Week: 10/08/12	10/14/12	M	1	\$1,500.00	0.00					
8 WCPO 10/02/12	10/08/12	M-F 1135p-1202a M-F 1135p-1202a	· ·	1135p-1202a	MTWTF	:30	4 \$1,500.00 P-2	0.00 NM	5	\$7,500.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/01/12	10/07/12	- TWTF	4	\$1,500.00	0.00					
Week: 10/08/12	10/14/12	M	1	\$1,500.00	0.00					
9 WCPO 10/06/12	10/06/12	SA GMTS 8-9a SA GMTS 8-9a	CM	8-9a	S-	:30	1 \$450.00 P-2	0.00 NM	1	\$450.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 10/01/12	10/07/12	S-	1	\$450.00	0.00					
10 WCPO 10/07/12	10/07/12	SU 5-6am SU 5-6am	СМ	5-6a	S	:30	1 \$150.00 P-2	0.00 NM	1	\$150.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/01/12	10/07/12	S	1	\$150.00	0.00					
11 WCPO 10/02/12	10/08/12	M-F 11a-12p M-F 11a-12p	СМ	11a-12p	МГЖГБ	:30	4 \$600.00 P-2	0.00 NM	5	\$3,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
	10/07/12	- TWTF	4	\$600.00	0.00					
	10/14/12	M	1	\$600.00	0.00					
12 WCPO 10/02/12	10/08/12	M-F 12-1p News M-F 12-1p News	CM	12-1p	MTWTF	:30	4 \$750.00 P-2	0.00 NM	5	\$3,750.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
	10/07/12	- TWTF	4	\$750.00	0.00					
	10/14/12	M	1	\$750.00	0.00					
13 WCPO 10/06/12	10/06/12	SA 7-730p SA7-730P	CM	658-730p	S-	:30	1 \$750.00 P-1	0.00 NM	1	\$750.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
	10/07/12	S-	1	\$750.00	0.00					
14 WCPO 10/06/12			CM	258-7p	S-	:30	1 \$4,500.00 P-2	0.00 NM	1	\$4,500.00

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Contract / Revision 304896 Flight Dates 10/02/12-10/08/12 Hiatus Dates

<u>Original Date / Revision</u> 09/28/12/ 09/28/12 <u>Order Sep</u> 00:20:00

Advertiser American Crossroads Product Issue. American Crossroad Estimate # 692

In Ch. Chart Food	Inventory Code	. Ota #1/5 m al	Time Dave		Co ete	Data	D-:	Dia Tuna	Tot	
Ln Ch Start End	Inventory Code Breal ABC College Football -gal	Start/End	Time Days	Len	Spots	Rate	PII	Rtg Type	Spots	Amount
	ABC College Football gan									
Start Date End Date	Weekdays Spots/Weel	Rate	Rating						Ī	
Week: 10/01/12 10/07/12	S-	\$4,500.00	0.00							
15 WCPO 10/05/12 10/05/12	Friday Prime C CM	10-11p	F	:30	1	\$3,500.00 I	P-8	0.00 NM	1	\$3,500.00
	Friday Prime C									
Start Date End Date	Weekdays Spots/Weel	Rate	Rating							
Week: 10/01/12 10/07/12	F	\$3,500.00	0.00							
16 WCPO 10/08/12 10/08/12	M-F 5-530p News CM	5-530p	M	:30	1	\$2,000.00 I	P-2	0.00 NM	1	\$2,000.00
	M-F 5-530p News									
Start Date End Date	Weekdays Spots/Weel		<u>Rating</u>							
Week: 10/08/12 10/14/12	M	\$2,000.00	0.00							
17 WCPO 10/07/12 10/07/12	SU GMTS 8-9a CM	8-9a	S	:30	1	\$450.00 I	P-2	0.00 NM	1	\$450.00
	SU GMTS 8-9a									
Start Date End Date	Weekdays Spots/Weel		<u>Rating</u>							
Week: 10/01/12 10/07/12	S	\$450.00	0.00							
N18 WCPO 10/02/12 10/08/12	•	10-11a	МГЖГБ	:30	1	\$350.00 I	P-2	0.00 NM	1	\$350.00
	M-F 10-11a									
Start Date End Date	Weekdays Spots/Weel		Rating							
Week: 10/01/12 10/07/12	- TWTF	\$350.00	0.00							
Week: 10/08/12 10/14/12		\$0.00	0.00					T - 1 - 1 -	<u> </u>	200 000 00

Totals 60 \$66,900.00